



SOUVENIR PROGRAM
Valley of the Moon

15th ANNUAL

VINTAGE
FESTIVAL

SEPT. 22, 23, 24 1961

SONOMA, CALIFORNIA

Where the Valley Grape Vines are Entwined
with a Rich History of Romance and Fine Living



SPECIAL EVENTS

PAGEANT
PARADES
VISITS TO WINERIES
MUSIC
FLOWER SHOW
ART EXHIBITS
HISTORICAL DISPLAYS
HANDICRAFTS
HOBBY SHOWS
DANCING
CHORAL SINGING

**Visit the Underground Galleries
in the beautiful stone Wine Cellars
built over a century ago by
Count Agoston Haraszthy
at**

Buena Vista Vineyards

**Old Winery Road, Sonoma: Telephone
WEbster 8-2424**

Fifteenth Annual
Valley of the Moon
VINTAGE FESTIVAL

Presented by the
VINTAGE FESTIVAL COMMITTEE
of the
SONOMA VALLEY
CHAMBER OF COMMERCE

CECIL TINDER, President

LOIS McVEIGH, Manager

Friday (Night), Saturday and Sunday
September 22, 23 and 24, 1961

SONOMA, CALIFORNIA



Once again, Sonoma, and "The Valley of the Moon," extend
to you, our honored guests, a most cordial welcome.

1998-11-23

1961

Vintage Festival Committee

Chairman	Hudson Auberlin
Member	Patrick Doyle
Member	Col. Joseph V. Thebaud
Member	R. H. "Bob" Brown
Member	Kenneth Clewett

And Some of the Events Chairmen

Art Exhibit	John Rich
Crafts	Mrs. Joseph Del Secco
Children's Concessions	Mrs. C. M. Peterson
Flower Show	Mrs. C. B. Mills
Blessing of the Grapes	Patrick Doyle
Pageant	Ralph Hamiter
Parade	Native Sons of the Golden West
Publicity	Roswell Cochran
Fiesta Way	C. J. Denne
Stamp Exhibit	Col. Russell Sinton
Window Displays	Mrs. J. Lowell Oliver, Mrs. Frank Sullivan
Program	Col. J. V. Thebaud
Country Store	Mrs. Florence Arfsten
Art Director	Col. E. G. "Morie" Morrison
Sonoma Valley Chorus	Mrs. Ilona Bellak
Valley of the Moon Garden Club	Mrs. Blanche Mills, Pres.
House and Garden Tour	Mrs. Robert Gowans

OUR APOLOGIES to other volunteer workers who should have been featured here, but whose names were not available to the Editor of this program, at press time.

Program of Events

Friday, September 22

- 6 P. M. Your first chance to visit Fiesta Way booths in the Plaza
8 P. M. Vintage Festival Pageant at the Mission

Saturday, September 23

- 11 A. M. Blessing of the Grapes—Traditional ceremony at the Mission
4:30 P. M. Musical Production: "Down in the Valley."
 Presented by Sonoma Valley Chorus at the Plaza
 Amphitheatre
8 P. M. Vintage Festival Pageant at the Mission
8 P. M. Teen-Agers Dance at Veterans' Memorial Auditorium

Sonoma County Produces the Finest Wines

The history of wine-growing in the Valley of the Moon marks its beginning with the founding of the Mission San Francisco Solano de Sonoma by Padre Jose Altimira, and the planting there in 1824 of cuttings from vines brought from Lower California by Fr. Junipero Serra. Today, a century and a quarter later, 13,625 acres of the finest varieties of wine grapes, valued at 16 million dollars, pay the farmer 2 million for his crop and employ approximately 2,300 workers the year round in the production of 5 million dollars worth of wine.

**SONOMA COUNTY
WINE GROWERS ASSOCIATION**

Program of Events

Sunday, September 24

- 11 A. M. Chicken Barbecue, \$1.50, open to the public (Adobe Grange)
1:15 P. M. Children's Parade—Old Time costumes
2:15 P. M. Dedication of Sonoma Plaza as National Historic Monument
1-5 P. M. Folk Dancing—Sonoma Plaza
4:30 P. M. Musical Production: "Down in the Valley."
Presented by Sonoma Valley Chorus at the Plaza Amphitheater
7 P. M. Folk Dancing—Veterans' Memorial Building, Sonoma

Saturday and Sunday

- At the Community Center: Art Exhibit, Flower Show, Country Store, Outdoor Barbecue
Rotary Club free sightseeing tours
Outdoor Art Exhibit—back of Adobe Drug, 1st St. W., Sonoma
Valley of the Moon Stamp Club Exhibit, 10 A. M.-6 P. M., Spain St., On the Plaza
Fiesta Way and Junior Fiesta—In the Plaza
Historic Shrines: Mission San Francisco Solano, Vallejo Home, other historic buildings and hotels. Jack London Historical State Park, Glen Ellen
Wine tasting and tours through Sonoma Valley wineries
Store windows, everywhere, decorated to represent historical episodes, exhibit antiques and other memorabilia of all kinds
Food and refreshments in the Plaza, Community Center, hotels and restaurants

All This, Plus Other Features

As this program goes to press (several weeks before Festival Time), plans are practically set for other events sure to delight you—a band concert, strolling musicians, and others. Also, beautiful "Mission Belles" will be "almost everywhere" to add charm and color to this traditional community event.

And here is real news: As you stroll through the Plaza, or visit our wineries and historic buildings, you may well discover that you are "acting on television." Two stations have promised to cover the Festival—and, a third, is a good possibility.

Listen to the loud-speaker for announcements of news and special activities from time to time.

THE BLESSING OF THE GRAPES



This year, conducted by Fr. David Temple, OFM, for 9 years Provincial of California Province of the Franciscans. Now in charge of the San Damiano Retreat House at Danville.

The Blessing

O God, who for the welfare and happiness of mankind, didst create the fruits of the earth, we pray and beseech Thee that Thou wilt deign to look upon our friends and orchards and vineyards and continue to bring them in due season to blessed maturity.

We thank Thee for the richness of our soil in this Valley of the Moon, for the springs of water and for the rain, for the heat of the sun which swells the plants in the freshly cultivated fields, beautiful to the eye and promising a rich harvest, and for the grape clusters telling us of Thy bounty. May we be ever grateful for Thy many favors. May we bask in the warmth of mutual sincerity and grow into a lasting trust and love of Thee.

Amen



Mission San Francisco Solano de Sonoma Pageant

Author: CELESTE G. MURPHY

Director: CHARLES HENDERSON

Pageant Chairman: RALPH HAMITER

Narrator: CHARLES HENDERSON

**Mission San Francisco Solano de Sonoma Mission Pageant
Time 1823-1862**

EPISODE I

Padre Jose Altimira, a Franciscan friar of great ambition, desired to found a chain of Missions in Northern California to convert and civilize the Indians, just as had Father Junipero Serra in the south. He was not encouraged by church authorities but won the consent of Governor Arguello of California because of the deterrent effect the establishment might have on the Russian colony established in 1812 on the north coast of what is now Sonoma county.

SCENE 1

(Time: 1823)

Padre Altimira plants the Cross and founds the Mission San Francisco Solano de Sonoma in the presence of Mexican soldiers who raise the flag of Mexico upon Sonoma's soil.

The padre invites the Indians to put on their tribal dancing, thus hoping to impress the heathens with their part in the Mission's founding and its implication.

SCENE 2

(Time: 1824)

Dedication of the Mission in this then lovely wilderness. Russian colonists come down from Fort Ross bearing gifts from the altar, and to witness the ceremony.

SCENE 3

(Time: 1828)

Padre Altimira has been successful, converted many Indians and planted large acreage to grapes, fruits and flowers. Despite his efforts he received little or no encouragement or protection from the Mexican authorities.

The Mission settlement is threatened by wild Indian tribes, so the Padre, chiding himself on material success, decides to leave his loved Mission and eventually returns to his native Spain.

EPISODE II

(Five Years Later)

The Mission vines come into bearing and Padre Lorenzo Quijas, successor to Padre Altimira, celebrates the grape harvest. After the blessing of the grapes, the Mission Indians put on their harvest dance.

Padre gets warning that savage Indians may attack the Sonoma Mission and destroy it. He implores Divine protection.

EPISODE III

Mission influence wanes and Governor Figueroa of California sends General Mariano Guadalupe Vallejo to take over the Mission settlement, found the pueblo of Sonoma, build barracks and lay out the plaza.

Scene opens with Gen. Vallejo interesting himself in the success of Sonoma's grape production. He has invited friends and notable to a wine tasting party, the **first vintage from the Sonoma Mission grapes.**

Russian royalty from Ft. Ross, including the niece of the Czar, Princess Helena, and her husband, Count Rotcheff, are invited to the festivities. Vallejo's ally, Chief Francisco Solano, and other Indian chiefs are present. Solano plots against the Russians, while secretly admiring the beautiful Princess.

Following entertainment by the colonists, Chief Solano disappears and after the Russians leave and as Spanish music is being played the Indian Chief Solano suddenly reappears and confronts Vallejo, vowing vengeance on the Russians. The Indian is again the savage and is girded for war. Vallejo restrains him, promising to drive the Russians from California forever. He immediately

BEST WISHES TO THE VALLEY OF THE MOON VINTAGE FESTIVAL



LOUIS M. MARTINI

ST. HELENA, NAPA COUNTY, CALIFORNIA

The Pageant Continued

hastens to the rescue of Count Rotcheff and the beautiful Russian Princess Helena, circumventing the Indian plot.

General Vallejo takes official action, delivers his ultimatum to the colonists, thus ending Russia's dream to possess California.

EPISODE IV

Americans, incensed over Mexican General Castro's threats to drive all Yankees out of California, descend upon Sonoma June 14, 1846, pull down the Mexican flag, place General Vallejo under arrest and make and raise their Bear Flag, emblem of the California Republic.

EPISODE V (26 Days Later)

Sonoma under the American Flag.

SCENE 1

When the United States Navy sailed into Monterey bay and took possession of the capitol, the American Flag was raised and Lt. Jos. Revere was dispatched to Sonoma where he raised the Stars and Stripes in the presence of Mrs. Vallejo, wife of the General, and Mrs. Rosalie Leese, sister-in-law of the General.

SCENE 2

General Vallejo's success in grape growing and wine making in Sonoma Valley attracts the attention of Count Agoston Haraszthy, a Hungarian nobleman who seeks freedom and opportunity in America. The Haraszthy family arrive in Sonoma and are given a welcoming party by the Vallejos and the townspeople.

Memories of old Hungary are visioned and stirred by old country dancing.

ITALIAN SWISS COLONY

ASTI, SONOMA COUNTY

4 miles south of Cloverdale on U.S. 101

Cordially Invites You to Sample
Italian Swiss Colony Wines

Traditional Since 1881

Visit Our Hospitality Room

Open every day, 8 a.m. to 6 p.m.

WINERY TOUR CONDUCTED FREQUENTLY THROUGHOUT THE DAY

SCENE 3

(Time: July 4, 1862)

Haraszthy, like Vallejo, achieves great success. He highly improves his Buena Vista acreage, planting it with grapes and building extensive cellars.

Sonoma Valley vineyardists gather on the street in front of the Mission July 4th to discuss their crops and working conditions in the vineyards. General Vallejo and Count Haraszthy learn of the romance that will unite the families.

SCENE 4

(Time: June 1, 1863)

The double wedding processional of Jovita and Natalie Vallejo and Attilio and Arpad Haraszthy follows the nuptials at the Mission church. Music and rejoicing, introductions, congratulations, a memorable toast, chorus numbers and dancing. Grand finale and end of Pageant.

E. Parducci

Valley of the Moon Wines

PRODUCED AND BOTTLED

By

VAL MOON WINERY

777 MADRONE RD., GLEN ELLEN

Greetings and Best
Wishes

from California's other
world-known and
fine wine-producing Valley—
Napa Valley

**Charles Krug
Winery**

Established 1861
St. Helena, California

Open Daily to Visitors

As a former resident of
Sonoma, I would like to
wish everyone a most
pleasant Vintage Festival.

HANNS KORNEILL
Champagne Cellars
St. Helena, California

Pageant Cast

Padre Jose AltimiraRalph Hotz
 Padre Lorenzo QuijasPat Doyle
 (a Mexican Padre)
 Bell RingerJerry Cooper
 Mexican ScoutPeter Duffy
 Gen. Mariano VallejoR. R. Emparan
 Francisca Carillo Vallejo
 (His Wife)Julia Emparan
 Vallejo ChildrenMary Goech, Karen Doyle
 Capt. Salvador VallejoSherman Walker
 EnsignTom Warren
 Chief Solano, Vallejo's allyD. Perkins
 Princes Helena,
 Niece of the CzarNancy Hamiter
 County Alexander RotcheffRoger Price
 Russian PriestEugene Mathieu
 Don Timeteo Murphy,
 Major Domo of San RafaelPaul Austin
 Pioneer WomenHarriete Handel
 Eleanor Merritt
 Bear Flag MenMike Kozak, Henry Primbsch,
 Ralph Hamiter, Les Handel, Peter Duffy,
 Fred Jenner, Max Cunningham,
 C. E. (Chuck) Robertson
 Lieut. Ford of Bear Flag PartyPeter Kiser
 William IdeMax Cunningham
 Lt. Jos. Revere, U.S.N.John Garcia
 Mrs. Rosalie LeeseDorothy Pingree
 Count Agoston HaraszthyBill Sutherland
 Mrs. HaraszthyEleanor Berto

Arpad HaraszthyJames Loftus
 Attilo HaraszthyWilliam Grecian
 Natalia VallejoLinda McGarr
 Jovita VallejoJane Grecian
 Rev. Father DeyaertPat Doyle
 SoloistQuirina M. Walker
 TownspeopleMarian Tunkis, Clarence Urness,
 Shawna Urness, Evelyn and George Meinke
 Russian TownspeopleAlbert Lunardi,
 Mrs. Lunardi, Will Monroe, Ann Loftus
 Mexican SoldiersD. D. Cornelius, CTC, USN;
 M. D. Cain, CT1, USN; Bob Smith,
 S. J. Rener, CT1, USN;
 M. D. Williams, CT2, USN
 SailorSteve Sutherland
 ChineseElaine Diani, Wendy Watkins,
 Susan Moddison, Kathy Doyle
 Indian ChiefsHarry Wilson, Harold Cook
 Indian BravesCharles Cook, Bob Ohnstad,
 Carl Crawford, Larry Schmidt,
 Joe Campagno, Dev Singh, Dennis Chaty,
 Don Harrah, Monty Wynns, Harry Rhode,
 Frank Rhode, Ed Meehan, Steve Grant,
 Richard Grant, Dale Grant,
 Ben Wynns, Jerry French
 Indian Maidens and SquawsTamara Wetsel,
 Laura Wetsel, Noreen Wetsel,
 Lenore Franquelin, Paula Peterson,
 Pat Kloeckner, Pat Farnsworth,
 Eula Degregorio,
 Gayce Woll (in Charge of Indian Activity)

Pagani Bros. Winery

Fine
 DRY and SWEET
 Wines

Kenwood, California

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F. MANCUSO WINERY

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 Valley of the Moon

Makers of Fine Dry Wine
 from the Finest Type of
 Mountain-Grown Grapes

Glen Ellen

Best Wishes from



**SONOMA
MOTORS, Inc.**

Ford Sales and Service

870 Broadway, Sonoma

Production Staff:

PropertiesJeanette Nixon
 LightsJohn Bower, Brooke Myer
 SoundMarvin Campbell
 MakeupMildred Baetge, Doretta Shaw
 DancersJune Schaal Dancers

IndiansMrs. Paul Woll
 Historical AdvisorR. R. Emparan
 CastingRalph Hamiter
 CostumesNancy Hamiter, Cecilia Shegog
 Co-ordinatorsPat Doyle, Julia Emparan



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 COMPLETE DECORATING SERVICE

SHERMAN'S of SONOMA

Four Corners, Sonoma

WE 8-5223

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Spectacular View



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El Dorado Hotel

Northwest Corner of Sonoma Plaza



☆ LUNCHES

- Daily from 11 a. m.
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☆ DINNERS

- Monday through Friday - Choice of Entrees, \$1.50, Children \$1

Air-Conditioned Dining Room

Cocktails, Liqueurs, Fine Sonoma Valley Wines, Eastern and Western Beer

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BEST WISHES FOR A SUCCESSFUL VINTAGE FESTIVAL

From

FROM JOHN AND MARIE MERLO

A Sonoma Valley vineyard scene, emphasizing the gently rolling character of the terrain.



Compliments of

HANZELL Vineyards

Sonoma

SWISS HOTEL

Good Saloon

Best Food

Fine Wines

Sonoma, Calif.

Landmark 496

Your Hosts — Ted & Helen Dunlap

Program of Events

Teen - Ager Dance

No, the younger generation has not been overlooked, in planning this year's Vintage Festival activities. Saturday night, September 22nd, 8:00 to 12 p.m., teen-agers will dance to the music of "The Temporaries," at Veterans' Memorial Building. Admission cost 75c per person. A coke bar will be a feature.

Mrs. Oliver Del Ponte is the chairman and chief chaperone.

Plaza Dedication

2:15 Sunday, September 24th

By all means, plan to attend the ceremonies dedicating Sonoma Plaza as a National Historic Monument. Only a very select handful of places in the nation have been so signally honored.

Judge A. R. Grinstead will act as Master of Ceremonies and introduce National, State and Local dignitaries (many, including President Kennedy, have been invited). It is expected that a special program covering the ceremony will be inserted in this general Festival Program.

A Tradition of Over 82 Years of Service to Families of all Faiths

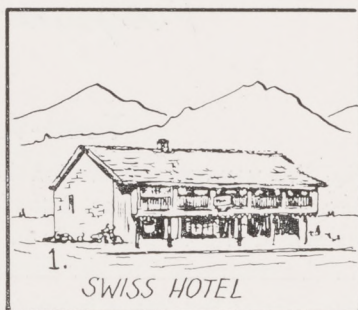
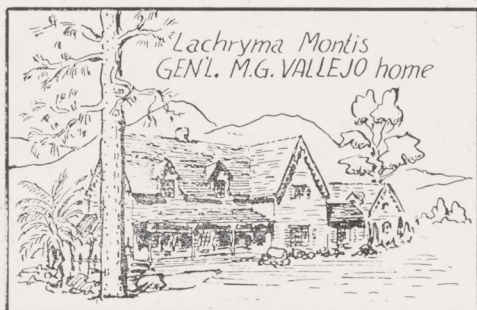
We want to take this opportunity to express our appreciation to all who have helped, and are helping to make this Sonoma Valley Vintage Festival of 1961 the best ever. Our traditions are a basic foundation of the joy of living in the present.

Jane and Gail Fehrensén

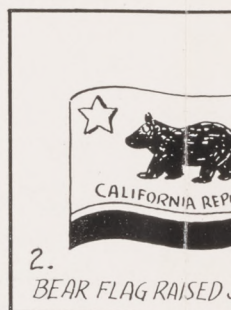


Bates, Evans & Fehrensén
Funeral Directors

691 Broadway "El Camino Real" Sonoma, Calif.



SWISS HOTEL



BEAR FLAG RAISED

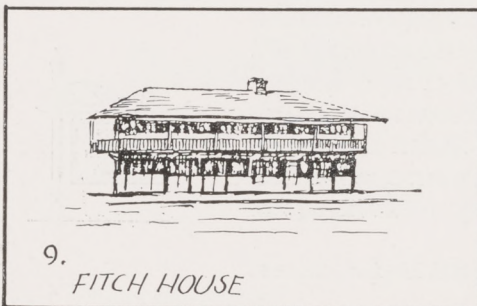


EL DORADO HOTEL

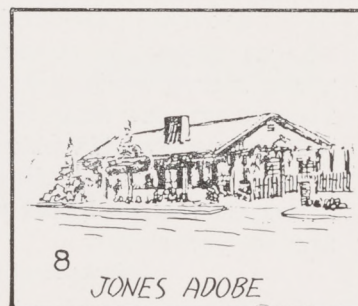


SALVADOR VALLEJO ADOBE

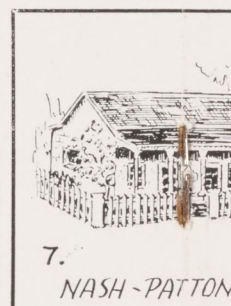
The historic buildings in the Sonoma Plaza area rank among the Country's most interesting, and best preserved. Here was built the last of California's Missions. Here was the home of General Mariano G. Vallejo, Mexico's forward-looking Governor. Here were planted America's first vintage grapes; and here the old-world art of fine winemaking was first introduced.



FITCH HOUSE

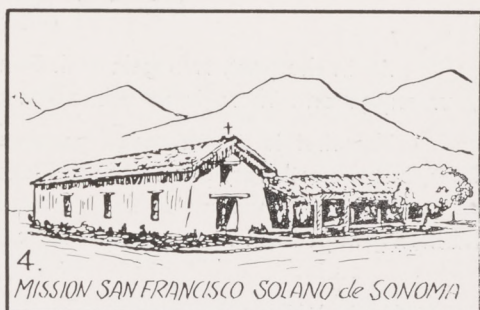
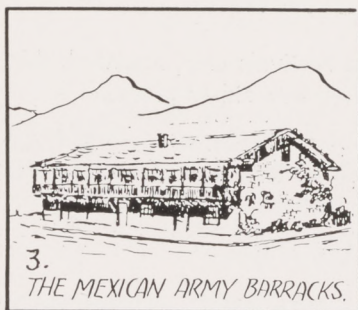


JONES ADOBE

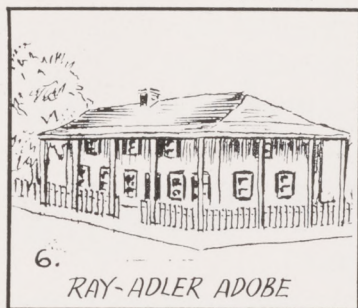
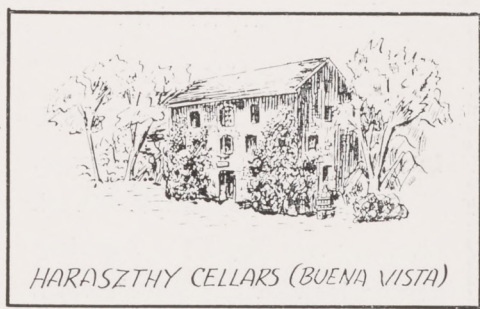
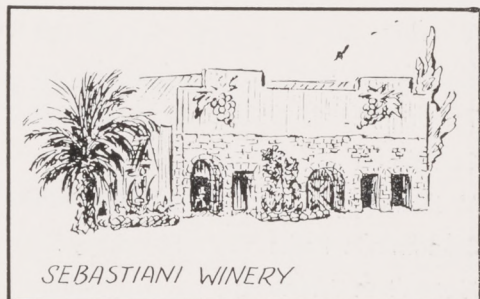


NASH-PATTON

These are only a few of the most important historic sites in the Valley of the Moon. There are many other landmarks, resorts and recreation centers you'll surely want to visit. Many of these are located in the charming communities of Boyes Springs, Glen Ellen, El Verano, and Kenwood. If you don't get to see them all on this trip, there'll be a hearty welcome awaiting you on your return.



SONOMA'S HISTORIC LANDMARKS



We hope you'll drop in soon at the Jack London Historical State Park in Glen Ellen. Here you may visit a museum filled with memorabilia related to the famed author. You may also inspect the ruins of his Wolf House.

Other must-see attractions in the valley are the Boyes Hot Springs health resorts, the Hanna Center for Boys, and the Sonoma Golf and Country Club.

Dances of all Nations

As in the past, two gala Folk Dance Festivals are presented, this year, for your enjoyment. There is **no admission charge** to either program.

The first is an **afternoon program**, 1:30 to 5 p. m., Sunday, September 24th, in the northwest corner of the Plaza. The other is an **evening program**, 7:00 p. m. that same evening at the Veterans' Memorial Building. There will be exhibition groups from various parts of the Bay area.

M. C.—WENDELL SCHAAL

Miserlou Greek
Macedonca Kolo Macedonian
To Tur (P) Danish
Corrido Mexican
Marklander German
Scandinavin Polka Scandinavian
Neopolitan Tarantella Italian
Squares—Garry Kirschner

M. C.—STAN HOSTO

St. Bernard Waltz Scottish
Hof Brau Laendler German
Kara Gouna Greek
Anniversary two Step (P) ... American
Zillertaler Laendler German
Square Tango English
Caballito Blanco Mexican
Squares—Joe Angeli

M. C.—JUNE SCHAAL Exhibitions

M. C.—GENEVIENE FINK

Brandiswaltzer Swiss
Mascando Chiquite Mexican
Blue Bell Waltz (P) Scottish
Armenian Miserlou Greek
Milondita Tango Argentine
Baile Da Camacha Portugese
International Waltz American
Squares—Pee Wee Angeli

M. C.—PAUL HIGHLAND

Blue Pacific Waltz American
Russian Peasant Russian
California Schottische American
Kohanochka (P) Russian
Beautiful Ohio Waltz American
Milanova Kolo Serbian
Solvenian Waltz Slovenian

VERDIER'S RESORT

El Verano

Luncheon — 12:30 to 2 p. m. Dinner — 6:15 to 8 p. m.

Food You'll Talk About

Swimming

Cocktail Bar

Dancing

Phone WEbster 8-2026

Art Exhibits

Artists of Sonoma Valley and surrounding areas participate in the Vintage Festival for the ninth time this year, with work displayed in two locations. Paintings, sculpture and other fine arts are exhibited in the Community Center, 276 E. Napa Street, and (through the courtesy of Mrs. John West) in the garden back of the Adobe Drug Store. Chairman of the Arts Exhibit is Mr. John Rich, President of the Sonoma Valley Art Center.

Attention Philatelists!

The Valley of the Moon Stamp Club will hold its first public Exhibition in conjunction with the coming Vintage Festival, 10 a. m. to 6 p. m., Sept. 23 and 24.

Many of the members will have their postage stamps from all over the world on display during the exhibition.

The Exhibition will be held in the ground floor of the newly renovated State Building located at the 'Old Walton' property on the north side of the Sonoma Plaza. (Spain St.)

Rotary Sightseeing Tours

Once again, members of the Rotary Club are offering a free sightseeing tour Saturday and Sunday afternoons for out-of-town visitors. Children must be accompanied by adults.

Station wagons and other vehicles will leave the Plaza every few minutes from one to five, on a twenty-minute tour past the Vallejo home, the Mission, The Barracks, and other points of historic interest.

41 De Luxe Rooms
Pool -- TV -- Phones

El Pueblo Motel

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Sonoma, Calif.

Telephone WE 8-5541

Flower and Garden Show

"Bigger and Better," properly describes the tenth annual show which has been arranged by the Valley of the Moon Garden Club, in Sonoma's Community Center Bldg., 276 East Napa Street, for both Saturday and Sunday. Mrs. Blanche Mills is President of the Club and Edward Schoeller is chairman of the show.

Features include floral arrangements by amateur gardeners, as well as displays by local nurserymen.

An expert on Pest Control will be available to answer questions.

In addition to the lovely flower show, the club will operate a tea room.

Old-Time Country Store

An old-fashioned country store, redolent of those "good old days," is open for business at Community Center. The Sonoma Valley Senior Citizens' Group, of which Albert "Scotty" Elmslie is president, supplies the merchandise and store personnel. Hand crafts, mystery grab packages, original "secret recipe" foods, home-made pies, cakes, cookies, candy—all these are to be had for the asking, plus a little legal tender.

Florence Arfsten is chairman of the store committee, and Mrs. Henrietta Henschel is program chairman.

The Community Center

Most Vintage Festival events occur in or very near the Plaza. However, some very important ones center around Sonoma's "Community Center." These include an Art Exhibit, by the Sonoma Valley Art Center; a Garden and Flower show, sponsored by the Valley of the Moon Garden Club and an old time country store staffed by the Sonoma Valley Senior Citizens Club.

Hand Crafts Exhibit

The hand crafts exhibit, which is again one of the Festival's attractions, may easily be spotted by the big sign across from the southeast corner of the Plaza.

With the assistance of Mrs. Helen Clary and others, Mrs. Joseph Del Secco has assembled an interesting and diversified showing of crafts, some of which will be seen "in action."

Pageant Grandstand Tickets

To be safe, better get them **in advance**, at the Chamber of Commerce office, across from the Plaza, or at the Chamber's Information Booth, in the Plaza. The price, while they last, is \$1.00. First come, first served.

"Everything for the Homebuilder"

**PARSONS LUMBER
& HARDWARE CO.**

Boyce Hot Springs, Calif.

Telephone WE 8-4737

Wedekind's

Landscaping - Nursery Stock
**21095 Broadway, Sonoma
WE 8-2727**

Do You Like Our Store Windows?

If you do, you may want to know that most of the credit goes to The Sonoma Valley Women's Club (with an assist, in the assembling of mementos of the past, from The Sonoma Valley Historical Society).

The names of the Co-Chairmen of the Club's committee have already been given, on page 2. We would like to mention everyone responsible, but the ladies tell us that this would require the listing of a great many members of both of the organizations co-operating; **plus** all the merchants involved; **plus** the donors of many family heirlooms.

To all these loyal cocoperators we say: "Thanks for doing more than your fair share to make this traditional community project so successful."

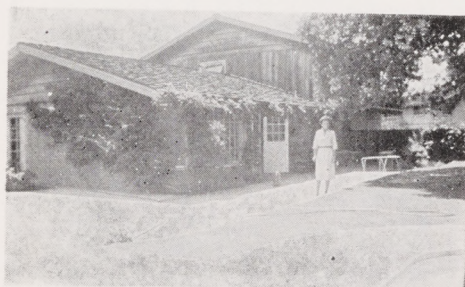
June, 1961 House Tour Homes



Garden of the Dr. Cecil
Saunders' Home



The Roswell Cochran's
Historic Home



Pool-side at the
Albert Magginis



Mrs. George Firmignac
Entertains Guests

**Pioneer French
Bakery**

127 E. Napa St., Sonoma

Valley Drug Store

Pine Wagner
RELIABLE PRESCRIPTIONS
Boyes Hot Springs

The Sonoma Valley Chorus

The Sonoma Valley Chorus has taken part in the Vintage Festival for over a decade. It is comprised of local residents who sing together for the joy of sharing their talent with the community. Traditionally, they present the "Messiah" during the Christmas season, and give a musical spring production. Encouraged by the smashing success of Gilbert & Sullivan's "Mikado" they are now in preparation for a spring presentation of "The Gondoliers." The chorus is one of many vital musical groups in this part of the State, and with other groups adds significantly to the cultural activity in the Valley of the Moon.

This Festival Season, the Chorus presents "Down in the Valley," in the Sonoma Plaza Theatre, September 23rd and 24th, at 4:30 p. m. Tradition and folklore are the ingredients used by the Sonoma Valley Chorus in its re-enactment of Kurt Weill's Operetta, "Down in the Valley." Filled with tuneful melodies, villainy, enduring love and colorful scenes, it is a spirited and fitting production in keeping with the history of Sonoma's early years.

Folklore grows as old songs, old stories, old sayings, beliefs, customs, practices—the mindskills and handskills that have been handed down—grow into legend and seem to have a life of their own. A folk tune, lyric or story changes and is reshaped with the telling. If you don't like it, you can always change it—and if you don't, someone else will.

Folklore is old wine in new bottles and "Down in the Valley," like good Sonoma Valley wine, is well aged. Mountain songs, negro spirituals and ballads have all been drawn upon by the composer. The mountain songs are well rep-

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The Sonoma Valley Chorus

resented by "Sourwood Mountain" (I gct a gal in the head of the holler, She won't come and I won't foller, hey diddle dum dey!), and "Down in the Valley," also known as "Birmingham Jail," "Powder Mill Jail," etc. In 1935 when the San Francisco Bridge was under construction, it was sung as "We're building bridges, bridges so low, hang your head over, hear the wind blow." The Spiritual "Little black train acomin'" tells of preparations to meet the judgement day. The lasting love of Jenny the hercine, and the viciant and tender emotions of Brack, her sweetheart, as well as the dark threats of Mister Thomas Bouche, are vehicles for these and many cther tuneful melodies.

Where to Eat

The Valley of the Moon boasts of many fine restaurants and most of them are open at Vintage Festival time, and anxious to serve you.

On Sunday, the Adobe Grange is serving a barbecue at the Community Center Building; and several of the booths in the Plaza also serve mouth-watering food.

We suggest that you drop by the Information Booth, in the Plaza, or the Sonoma Valley Chamber of Commerce office on West First Street, across from the Plaza, for further information.



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Children's Parade: A Must

As always, one of the real features of this year's Vintage Festival is the costume parade—with children the participants, but with an appeal to everybody.

Once more, Louis Pellandini, acting for the Native Sons, will direct the formation of the parade and keep it on the road. Frank Pensar will head the board of judges to award prizes in all categories, and the Kiwanians will occupy their traditional role in providing treats for all participants.

Seven Flags Over "The Valley of the Moon"

Seven nations had claimed sovereignty over the area which includes Sonoma and "The Valley of the Moon" . . . Spain (1542)), England (1579), Russian (1811), the Mexican Empire (1823), the short-lived California Republic, with its unique Bear Flag (June, 1846), and the United States of America (July, 1846).

That is why you will often see, as you walk around the town, or drive through the Valley, jaunty displays of "Sonoma Valley's Seven Flags."

What you may not know is that the ten sets of flags that are flown here today were all hand-made by loyal Vintage Festival workers, under the direction of Mr. and Mrs. Neal Dodge, who have also done many other fine things to help make past Vintage Festivals successful.

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The Junior Fiesta

The Junior Fiesta, designed for children of all ages, is located on the west side of the Plaza.

Organizations participating include the Mothers' Club of Trinity Episcopal Church; the Mothers' Club of the Methodist Church; the Flowery Parents' Club; El Verano Parents' Club; Prestwood-Sassarini PTA; Dunbar PTA; and Sonoma Assembly No. 60, Rainbow Girls.

Housed in gay and colorful booths will be many games of the kind children enjoy—including dart throws, fishing games, nail hammering, and bean bag throwing. Finger painting and trolley rides will also be among the attractions. This area will be open on Saturday from 10 a. m. and on Sunday from 12 noon.

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"The Valley Grape Vines are Entwined with a Rich History"

By Mrs. Celeste Murphy . . . printed in full in a previous program . . . here necessarily condensed

It was in and around the old Mission San Francisco de Solano (1824) that grape vineyards were first planted by Padre Joseph Altimira for sacramental wine, and for the beauty of vineyards. Later General Vallejo carried on, after the Mission era, when he was appointed military Governor and Commandante of the Mexican regime in Northern California in 1834. Vallejo planted and replanted vineyards and made wines so successfully with the aid of his skilled French Cellar master Victor Faure that he won many prizes at early state Fairs.

Then came Count Agoston Haraszthy to Sonoma Valley. He had discovered the suitability of our soil for grape growing and with his wealth and gift for promoting, he invested in vast acreage at Buena Vista and built magnificent cellars tunnelled into the rocky hills. Here he planned the making of vintage that must equal the European varieties. He traveled to Europe and the wine making countries and personally selected and shipped to Sonoma Valley the thousands of grape cuttings that were planted and flourished in California. From this beginning in the early eighteen sixties came success and fame. Thus Sonoma is rightly called "the cradle" of California's rich wine production.

Sonoma Valley properties restored and replanted include the Buena Vista property vineyards. The old Haraszthy stone cellars, badly shaken by subsequent earthquakes, have been rehabilitated by the present owner, Frank Bartholmew, prize-winning vintner and journalist.

Another famous Sonoma winery is that of August Sebastiani, the second

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generation of his family to market and perfect Sonoma wines. His father, the late Sam Sebastiani made a good size fortune in Sonoma wine and invested it in modernizing and improving Sonoma City. His stone cellars on Fourth Street have been added to each season by August Sebastiani for the growing demand for Sonoma's choice prize-winning wine. A wine tasting room with old Indian relics is an added attraction for many visitors.

There are several smaller wineries in and around Sonoma Valley that make good wine and sell at prices surprisingly reasonable for such excellent and pure products. At Glen Ellen is the landmark, the old Chauvet cellar, now operated by the heirs of Chas. Pagani. Mrs. Esther Pagani Gowans is a Vintage Festival leader. Pagani Brothers have a winery at Kenwood. Felix Mancuso has a winery near Glen Ellen and also there is the H. Parducci winery on the Madrone Vineyard once the property of the late Senator Hearst.

The Jack London ranch and its 2000 acres was largely vineyard with stone wine cellars when Kohler and Frohling were leading producers there. The hot springs section adjoining Boyes Hot Springs was once all vineyard. Up the Agua Caliente road into the hills is the old Goldstein vineyard now the property of the widely-known vintner Louis Martini of Sonoma and Napa. In the foothills just east of Sonoma city were the Dresel and Gundlach-Bundschu wineries and their acreage planted entirely to varietal grapes. Their elegant wines are just memories.

There was a lapse of years before the idea of a Vintage Festival was revived with a Historic Pageant and all the other features we know today. The history of Sonoma and its wine growing from Mission days, is the theme of the Pageant.

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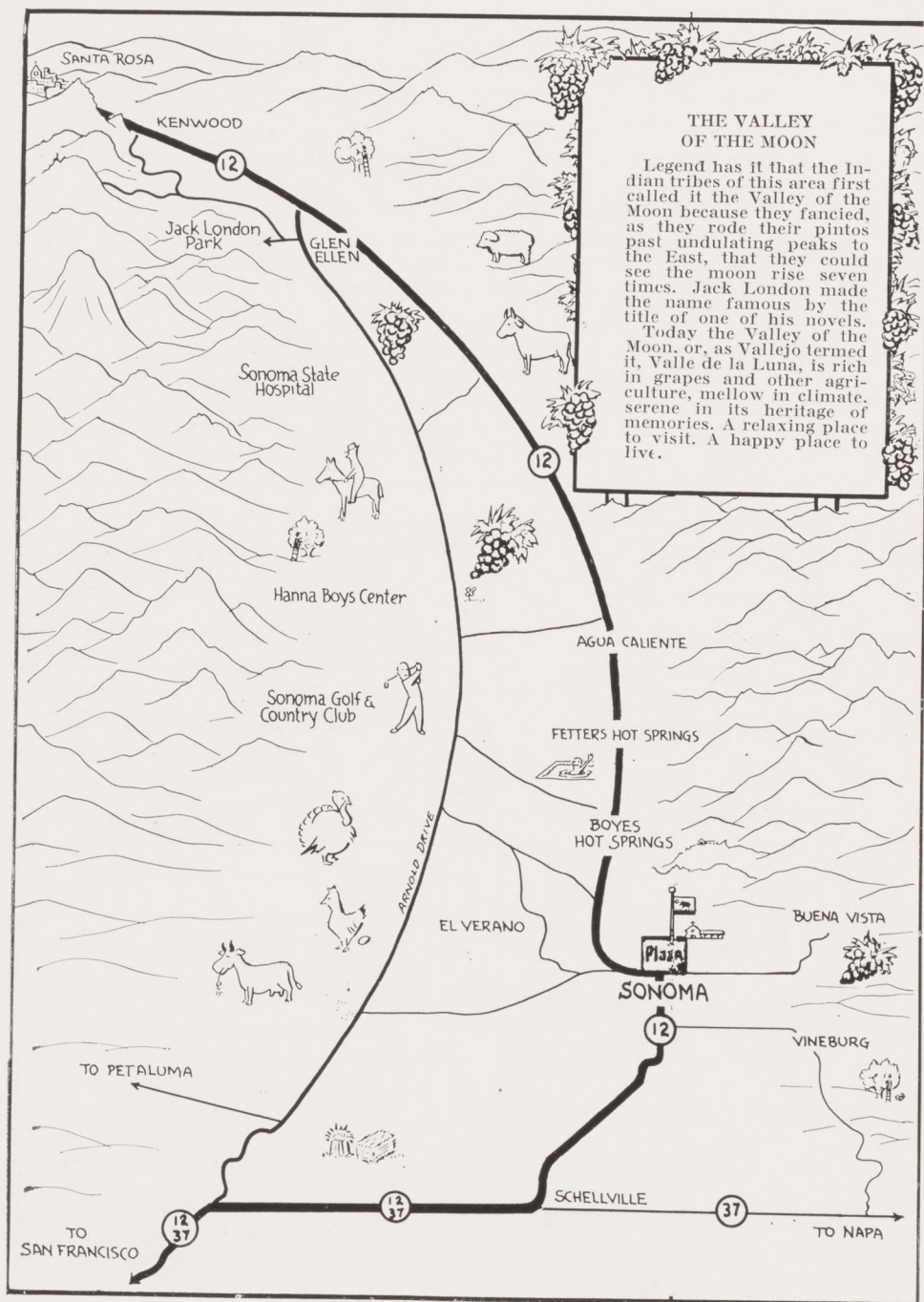
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Many Thanks!

The Vintage Festival Committee of the Sonoma Valley Chamber of Commerce most sincerely thanks Father Temple and his assistants, all the participants in the Pageant and the various events, our volunteer workers, the wineries, merchants and donors who contributed so willingly and generously to the advertising and sponsoring of our program.

We are also happy to welcome distinguished guests and appreciative visitors who have come to see the Festival in this beautiful and historically rich Valley of the Moon.

Vintage Festival Committee

Valley of the Moon Realty

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